

## **ATTACHMENT 8**

### **Representative N11 Progress Reports for Atlanta**

# DOW, LOHNES & ALBERTSON

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November 9, 1993

BY HAND DELIVERY

Honorable Mac Barber  
Chairman, Georgia Public Service Commission  
244 Washington Street, S.W.  
Atlanta, Georgia 30344

Re: Southern Bell Telephone and Telegraph Company N11 Tariff, Docket  
No. 4232-U

Dear Chairman Barber:

By its May 4, 1993 decision and May 18, 1993 order in this docket, the Commission provisionally approved Southern Bell's N11 service tariff and awarded an N11 number in the Atlanta local calling area on a one year trial basis. For purposes of the trial, the Commission assigned 511 to Cox and required Cox, upon receiving N11 service from Southern Bell, to make monthly reports to the Commission throughout the course of the trial. Pursuant to the Commission's order, the trial began when Cox received N11 service from Southern Bell for testing purposes in late August and initiated its service to the public on September 5. The purpose of this letter is to report to the Commission on the trial's second month.

As we reported last month, Cox initiated the experiment on September 5 by making available on 511 more than 200 categories of information ranging from fishing tips and sports scores to stock quotes and customized personal information portfolios. New information categories added in October included local news updates and summaries focused primarily on the Atlanta mayoral race; local entertainment and leisure activity information such as the Fall leaf line and a Halloween line; national news updates focused primarily on health care issues; and world news updates on, e.g., Somalia, Haiti and Bosnia. All of these services, which have been promoted in The Atlanta Journal-Constitution, are offered at a flat

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rate of 50 cents per call for a call that may last up to five minutes. Callers may, and often do, access more than one category during each 50-cent call.<sup>1/</sup>

From October 1 through October 31, 511 received an average of 3,049 calls a day for a total of 94,509 calls during the period.<sup>2/</sup> Although the conclusion of the Braves baseball season occasioned an almost 50 percent decline in the number of calls to the sports information categories, call volume for other major information categories substantially increased. For example, calls to the Georgia Lottery line almost doubled to more than 14,000 calls for the month. Calls for 511 fax products, including background information on the Atlanta mayoral candidates and their positions on the issues, increased almost 50 percent to 1,380. Cox has not yet received any billing information from Southern Bell.

Despite the volume of calls, 511 has continued to generate very few consumer complaints. As was the case last month, the vast majority of the 4,238 calls to the service's customer service number were requests for information about the service. Only 55 were requests for credits, which represents less than 0.06 percent of the total calls to 511. (Again, most of these credit requests and credits were occasioned by a one-time failure to update a 511 information category.) Cox still has not received any calls suggesting confusion between 511 and 411 or between 511 and 911.

As we reported last month, access to current information and effective promotion of its availability are clearly critical to building an N11 service that the public needs and will use. When Cox first conceived of using N11 numbers for information services more than two years ago, Cox's hope was that N11 would provide a means, not otherwise available to its newspapers, to afford the public timely, convenient and inexpensive access to the information that they need, when they need it, on a continually-updated basis.

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<sup>1/</sup> In addition to 511, Cox continues to provide through The Atlanta Journal-Constitution a number of free "222" services. Examples of these services, which received approximately 124,000 calls in October, include news for kids, reader response polls, Soundline and recycling locator. 511 provides economic support for these services such that they may be offered free of advertising.

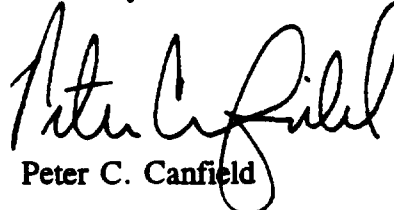
<sup>2/</sup> The 900 number established to make the 511 information services available to callers outside the Atlanta calling area received an average of 252 calls per day for a total of 7,814 calls during the period, i.e., less than one-twelfth the calls to 511. Again, this large disparity between the number of 511 and 900 number calls confirms the importance to consumers of being able to access information services at a nominal cost, an option not available for wide-area pay-per-call numbers such as 900 and 976.

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Consistent with the Commission's inquiry at the November 2, 1993 administrative session, Cox's experience with 511 demonstrates that it is ideal for this purpose and that the public would benefit from expansion of the Commission's N11 experiment to additional information services providers in Atlanta and other communities across the State. Within the last month the Florida Public Service Commission, based on the success of Cox's Palm Beach Post use of 511, has decided to expand its N11 experiment to other parts of the State on a local calling area basis. In addition, the Tennessee Public Service Commission has approved N11 service in that state and conducted a hearing earlier this month for the purpose of allocating the numbers.

Pursuant to the Commission's direction at the November 2, 1993 administrative session, we look forward to discussing the results of the Atlanta 511 experiment further with the Commission Staff.

Sincerely,



Peter C. Canfield

cc: Honorable Bobby Pafford, Commissioner  
Honorable Bobby Rowan, Commissioner  
Honorable Bob Durden, Commissioner  
Honorable Robert Baker, Commissioner  
William Dover, Executive Director  
Terri Lyndall, Executive Secretary  
Georgia Public Service Commission

Parties of record

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July 15, 1994

BY HAND DELIVERY

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Chairman, Georgia Public Service Commission  
244 Washington Street, S.W.  
Atlanta, Georgia 30344

Re: Southern Bell Telephone and Telegraph Company N11 Tariff, Docket  
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Cox initiated the experiment on September 5 by making available on 511 more than 200 categories of information ranging from fishing tips and sports scores to stock quotes and customized personal information portfolios and facsimile services. Since that time, additional information categories and facsimile services have been added, as previously reported. The facsimile services, for example, have now been expanded to make immediately available in printed form such diverse information as classified ads, Clark Howard travel information, Neal Boortz commentary, Mike Kavanaugh financial planning information, stock and commodities information, Medirisk health information and reprints of newspaper articles.

The month of June marked the formal market introduction on 511 of two special services which Cox believes to be of great public value, specifically, operator-assisted

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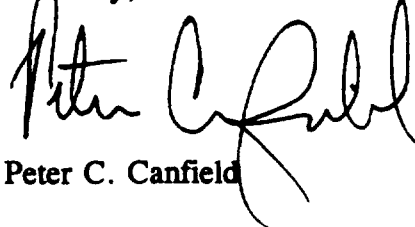
services electronic classifieds and electronic yellow pages. In addition, experience with these services led at the end of the month to rapid development and implementation of an immediately successful operator-assisted movie line. In June, these operator-assisted services received almost 6,000 calls.

From June 1 through June 30, the total number of calls to 511 increased to 89,451, an average of approximately 2,982 customer calls a day.<sup>1/</sup> At the same time, 511 continued to generate very few consumer complaints. The vast majority of the 4,055 calls to the 511 customer service number were requests for information. Only 205 were requests for credits, which represents approximately 0.2 percent of the total calls to 511. As previously reported, the calls have not suggested any confusion between 511 and 411 or between 511 and 911.

511 information categories, fax services and operator-assisted services are promoted in The Atlanta Journal-Constitution and elsewhere and are offered at a flat rate of 50 cents per call for a call that may last up to five minutes. Callers may, and often do, access more than one category or service during each 50-cent call. In June, for example, the approximately 90,000 calls to 511 accounted for more than 170,000 requests for information. This is encouraged and promoted in order to offer maximum value for each call.<sup>2/</sup>

As always, we thank the Commission for allowing Cox and others the opportunity to bring information services to the public.

Sincerely,



Peter C. Canfield

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1/ As in the past, calls to the 900 number established to make the 511 information services available to callers outside the Atlanta calling area numbered less than 4 percent of the calls to 511.

2/ In addition to 511, Cox continues to provide through The Atlanta Journal-Constitution a number of free "222" services. Examples of these services include news for kids, reader response polls, and recycling locator. 511 provides economic support for these services so that they may be offered free of advertising.

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Terri Lyndall, Executive Secretary  
Georgia Public Service Commission

Parties of record

**CERTIFICATE OF SERVICE**

I, Ruby Brown, a secretary at the law firm of Dow, Lohnes & Albertson, do hereby certify that on this 19th day of August, 1994, I have had hand delivered the foregoing "COMMENTS" to the following:

The Honorable Reed E. Hundt  
Chairman  
Federal Communications Commission  
1919 M Street, N.W., Room 814  
Washington, D.C. 20554  
(STOP CODE 0101)

The Honorable James H. Quello  
Commissioner  
Federal Communications Commission  
1919 M Street, N.W., Room 802  
Washington, D.C. 20554  
(STOP CODE 0106)

The Honorable Andrew C. Barrett  
Commissioner  
Federal Communications Commission  
1919 M Street, N.W., Room 826  
Washington, D.C. 20554  
(STOP CODE 0103)


The Honorable Susan Ness  
Commissioner  
Federal Communications Commission  
1919 M Street, N.W., Room 832  
Washington, D.C. 20554  
(STOP CODE 0104)

The Honorable Rachelle B. Chong  
Commissioner  
Federal Communications Commission  
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Washington, D.C. 20554  
(STOP CODE 0105)



A. Richard Metzger, Acting Chief  
Common Carrier Bureau  
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Peyton L. Wynns, Chief  
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Ruby Brown